

ATMANIRBHARTA IN TOYS, GAMING SECTOR


As the pandemic hit the world, the most hurt were the national economies of various countries. India, having a AGDP of nearly Three trillion dollars, was also hit badly with most informal sector jobs coming to a halt abruptly. Even big industries also stopped operations. It was a war against an unseen and unknown enemy. It was then, in the middle of this distress, that Prime Minister Narendra Modi gave the clarion call of Atmanirbhar Bharat or self-reliant India. The idea was to minimize imports and maximize exports so that India meets its domestic demands with domestic production. Further, India could also become a global export hub for various sunrise industries and products. In the August 2020 session of his radio broadcast "Maan ki Baat", the PM expressed his desire to establish India as a global toy and gaming hub. The Indian toy and gaming industry is at a nascent stage on a global scale both in terms of its market as well as its manufacturing scale. The sector is fragmented with 90 per cent of the market being unorganized and 4000 toy industry units being from the MSME sector. The toy manufacturers in India are mostly located in NCR Delhi, Maharashtra, Karnataka, Tamil Nadu and clusters across central Indian states. The PM stressed the need for increasing its international footprint, achieving organic synergies across demographics, and leveraging the availability of raw materials and artisan skill sets to achieve the goal of making India a global toy hub.

The global market for toys is estimated to be around 100 billion USD. The Indian toy market is estimated to be around 1.5 Billion USD. As of 2020, 85 per cent of the Indian market demand was sourced from Asian countries, predominantly China. Domestic manufacturing accounted for just 15 per cent of the total Indian toy market. This trade deficit is alarmingly large, given the potential for India to be self-reliant in this industry. In 2018-19, toys worth USD 371 Million were imported into our country. A large proportion of these toys were unsafe, substandard, counterfeit, and cheap. A mystery shopping exercise conducted in 2019 revealed that only 33 per cent of toys in the domestic market were of acceptable quality as per BIS standards. The large imports of cheap and sub-standard toys were not only harmful to children but were also affecting the domestic industry adversely.

As part of the follow-up action plan, the government had taken various steps with regard to quality control and gave support to developing toy manufacturing clusters. A Toy Fair and national Toyceathon were also organized in 2021. Toyceathon is the first-of-its-kind hackathon to develop indigenous toys and games highlighting India's culture, history and mythology. Various organizations like the Department of Promotion of Industry and Internal Trade (DPIIT) and the Bureau of Indian Standards (BIS) joined the movement. Even state governments like the government of Karnataka, Maharashtra, Gujarat and West Bengal also pitched in to develop the toy manufacturing industry. The results are brilliant as evident from the fact that the import of toys is down by 70 per cent in the last three years. Similarly, the export of toys has increased by 61 per cent. Export of products such as plastic scooters, pedal cars, dolls' carriages, dolls, puzzles etc. have increased by nearly 70 per cent from USD 62.4 Million in 2018-19 to USD 99.9 Million in 2021-22. The government is also keen on developing the AVGC sector (Animation, Visual Effects, Gaming and Comic) as India is already a global leader in film production as well as software services. Media & Entertainment ecosystem is a sunrise sector expected to generate Rs Four lakh crores annually by 2025 and reach \$100 billion or Rs 7.5 lakh crore industry by 2030. The government of India has designated audio-visual services as one of the 12 Champion Service Sectors and announced key policy measures aimed at nurturing sustained growth. India has the potential to create 1.6 lakh jobs annually in the AVGC sector. To further unleash the scope of AVGC sector, an announcement was made in the Union Budget 2022-23 for setting up an AVGC Promotion Task Force to recommend ways to realize and build domestic capacity for serving our markets and the global demand.

As part of the Azadi Ka Amrit Mahotsav celebrations, the Government of India has, for the first time, launched two mobile video games in collaboration with social gaming developer Zynga. Union Minister for Information and Broadcasting Shri Anurag Singh Thakur launched the games under the banner 'Azadi Quest' - a series of online educational games based on India's freedom struggle. The initiative is inspired by PM's call to 'Engage, Entertain and Educate' the people through toys and games. The Publications Division of the Ministry of Information and Broadcasting and Zynga India have signed an MoU to mark a year-long partnership to commemorate 'Azadi Ka Amrit Mahotsav' through a series of mobile games. Launched in English and Hindi, for both Android and iOS devices in India, the games will be available globally in September 2022.

The first game in the series is Azadi Quest: Match 3 Puzzle, a simple and easy-to-play casual game presenting the players with the colourful journey of India's independence from 1857 to 1947. As players progress through the gameplay, spread across 495 levels they can collect 75 trivia cards, each showcasing key moments in history, compete on leaderboards, and share in-game rewards and progress on social media. On the other hand, Azadi Quest: Heroes of Bharat is designed as a quiz game to test the knowledge of the players about the heroes of India's independence through 750 questions spread across 75 levels and also tell them about the lesser-known heroes through 75 'Azadi Veer' cards which can be shared across social media platforms.



OFF 'D' CUFF

Taming The Mind

tracks.

So, earlier than the journey, the bullocks - intelligence and mind - should be conversant with the road to the village that the inner senses are eager to reach. They must be trained to proceed in that direction.

Instead, if the draught animals have no knowledge of the pathways of satya, dharma, shanti, and prema - truth, righteousness, peace and love - and if they have never once trodden that path, the cart, the inner senses themselves, might come to grief. Therefore, intelligence and mind have to be taught the art of pulling the cart and moving steadily along the road. This has to be done by japa, repetition of the Lord's name, and dhyana, meditation.

-by Sathya Sai Baba

Rabies: One Health, Zero Deaths World Rabies Day

■ DR RAJINDER KUMAR BHARDWAJ & DR RANJU BALA

Every year, 28th September is observed as World Rabies day to raise awareness about rabies and enhance prevention and control measures. It is commemorated on the death anniversary of Louis Pasteur who developed first effective anti-rabies vaccine. World Rabies Day was first started in September, 2007 as an international campaign coordinated by the Global Alliance for Rabies Control (GARC) in collaboration with many international human and veterinary health organizations like the World Health Organisation (WHO), the World Organisation for animal health (OIE), the Pan American Health Organization and the USA centers for Disease Control and Prevention. The mission of the day is to raise awareness about the impact of human and animal rabies and effective preventive and control measures. The theme of 16th World Rabies Day is 'Rabies: One Health, Zero Deaths'. This highlights the connection of the environment with both people and animals.

The theme is most relevant to the current situation and global trends for rabies and also health in general. It focuses on One Health, coupled with the reminder of the 'Zero by 30' goal and the fact that dog-mediated human rabies elimination is possible if we stand united against this dreadful disease. There was severe impact of COVID-19 on public health, which has also affected the rabies control programs globally. It was due to more focus on prevention and control of COVID-19. The theme is selected to bring focus back on rabies so that momentum can be regained towards achieving rabies elimination. The concept of One Health is well established in control programs of various diseases like COVID-19 and antimicrobial resistance around the world which is indistinguishably linked and interdependent on the health of people, animals and the environment. The importance of One Health was also discussed at major platforms like in the G20 summit-2020, as well as the development of the WHO Neglected Tropical Disease roadmap and the One Health companion document that specifically mention rabies. Rabies elimination typifies the One Health approach, with participation and collaboration from human, animal, and environmental sectors. This One Health aspect of the theme has been engineered to be inclusive, ensuring everyone participation to bring change and help us to collectively achieve goal of rabies elimination by 2030. The spirit behind this theme encourages collaboration, partnership, and a joint approach towards rabies elimination or 'Zero Deaths', in line with 'Zero by 30: Global Strategic Plan for the elimination of dog-mediated human rabies deaths by 2030'. The second part of the theme refers to 'Zero deaths'. This aligns directly with the Zero by 30 Global Strategic Plan and highlights that rabies is preventable and that it can be eliminated as well. In fact, rabies is the only vaccine-preventable Neglected Tropical Disease. This part of the theme also reminds us that we have a clear goal to work towards, and while significant progress has been made, we need to continue to work. This programme has more relevance in Asia and especially India, Because Indian town and cities are home for over 30 million of stray dogs which account to 97 per cent of human rabies cases due to bites. The number of dogs on India's streets has declined by 10 percent from 1.71 crore in 2012 to 1.53 crore in 2019, according to figures tabled in Lok Sabha by Fisheries, Animal Husbandry and Dairying Minister Parshottam Rupala.

Uttar Pradesh, Andhra Pradesh, Telangana, Bihar,

Assam, Tamil Nadu, Madhya Pradesh , Jharkhand and West Bengal showed decline in stray dog's population. However, Karnataka, Rajasthan, Odisha, Gujarat, Maharashtra, Chhattisgarh, Haryana, Jammu & Kashmir and Kerala showed increase in stray dogs' population. The Union Territory of Lakshadweep, Dadra & Nagar Haveli, state of Manipur and Mizoram has negligible canine population and almost free from rabies. The global economic burden of rabies is estimated at US\$ 8.6 billion from over 29 million people across the world receiving post-bite vaccinations annually. As per World Organisation for Animal Health, (2013) each year, 70,000 people die worldwide from rabies and every ten minutes someone dies from rabies. More human deaths from rabies occur in Asia (>31,000 per year) than anywhere else in the world, It is alarming that within Asia, India has reported to have the highest incidence of rabies globally (20, 565 deaths per year) as compare to 23,700 rabies deaths per year in whole Africa. Actual picture may be more devastating, as the true number of human rabies death is unknown, because many cases go unreported. Rabies is 10th most common cause of human deaths. Rabies is endemic in India except the Andaman & Nicobar and the Lakshadweep Islands. Rabies is deadly but wholly preventable disease caused by Lyssa virus. It affects all warm blooded animals and transmitted by saliva, bite or scratches from animals mainly dogs, foxes, Jackals, Monkeys and Mongoose etc. After bite from rabid animal, viruses present in saliva travel at rate of 12-24 mm per day towards central nervous system. Incubation period of disease is from days to years. Rabies in human develops in two form i.e Furious and Paralytic form. Early symptoms may include fever and tingling at the site of bite followed by violent movements, uncontrolled excitement, hydrophobia, paralysis, coma and death. In case of dog bite or scratch, start first-aid treatment with washing of wound with soap and water for 10-15 minutes and wound should be cleaned with 70 percent alcohol (commercial spirit) or Betadine (Povidone iodine). Post bite anti-rabies vaccination should be immediately started with Human rabies immunoglobins (HRIG) in case of Category-3 bites. Pilot project on prevention and control of human rabies was initiated under 11th five years plan since January, 2008 to test the strategy for prevention of rabies death in humans which was extended to 2011 in five main cities of Ahmadabad, Bangalore, Delhi, Pune and Mudrai. National Rabies Control Programme was approved during 12th Five Year plan to control the rabies in the country had human and animal components. The human health component was rolled out in 26 States and UTs, while animal health component was started as pilot testing in Haryana and Chennai, to accelerate the action towards the elimination of dog-mediated rabies by 2030. 'National Action Plan for Dog Mediated Rabies Elimination from India by 2030' launched on World Rabies Day 2021, is a multi-pronged strategy based on One Health Approach. The programme is running with the vision to achieve zero human deaths due to dog-mediated Rabies by 2030 and mission to progressively reduce and ultimately eliminate human rabies in India through sustained, mass dog vaccination and appropriate post-exposure treatment. The National Action Plan for Rabies Elimination (dog mediated) in India is based on the three key principles of prevention, promotion and partnership to provide coordinated support for the anti-rabies drive. The two core components to achieve the elimination of dog mediated human rabies are human health component to

prevent human deaths due to rabies by ensuring timely access for post-exposure prophylaxis for all animal bite victims and creating well responsive public health system. Animal health component includes achieving at least 70 per cent anti rabies vaccination coverage among dogs in a defined geographical area annually for three consecutive years. The success of NAPRE will rely on quality canine and human rabies-related data, which is currently unavailable or sparse. Systematic data collection and analysis are imperative prior to plan an action strategies. Currently, data is being collected but at different sources by different entities. The methods of data collection are incomplete and lack key data critical to action planning and implementation. A smart data collection system that is user friendly, time-saving and responsive cross-platform is a need of hour. It will encourage compliance in data collection across all levels of healthcare workers so that they can enter data accurately and swiftly. The success story of development of a data-driven rabies elimination program (2013- 2019) in Goa State, had resulted in human rabies elimination and a 92 per cent reduction in monthly canine rabies cases. Smartphone technology enabled systematic spatial direction of remote teams vaccinated over 95,000 dogs (70 per cent population) and educated 150,000 children annually. An estimated 2249 disability-adjusted life years (DALYs) were averted over the program period at 526 USD per DALY, making the intervention 'very cost-effective' by WHO definitions. This One Health program demonstrates that human rabies elimination is achievable at the state level in India. It is recommended that Goa like rabies elimination programme should be launched in other states and union territories for control of the rabies. Many NGOs like Rabies in India Foundation, Association for the Prevention and Control of Rabies in India, Commonwealth Veterinary Association and GRAC are also running rabies control programmes. Main constraints in control of rabies in India are lack of coordination, lack of comprehensive data of dog population and country shares border with six neighbouring countries where rabies is endemic. Previous method to control rabies by killing the stray dogs had not yielded results and was cruelty to animals. Mass vaccination is the only effective solution and vaccinating 70 per cent of dog population in endemic areas creates a barrier of healthy immune dogs which prevent the disease from spreading. According to World organization on Animal Health (OIE), the cost of vaccinating dog's remains minimal compared to the actual cost of emergency post-exposure treatments for the people who have been bitten and only 10 percent of the cost of these treatments would be sufficient to considerably reduce or even eliminate canine rabies. Control of rabies in stray dogs by Animal birth control programme (Spaying and neutering) and oral vaccination can be effective procedures to control rabies. Control of rabies in wild animals is also of great importance which can only be feasible by oral anti-rabies bait vaccines. Let us take oath on this day to vaccinate our pets on regular basis and adopt stray dogs for controlling their population and educate the people about the rabies, so that we can achieve our goal of zero human deaths due to dog-mediated Rabies by 2030. Holding local or national events is a great way to share the message of rabies prevention, whatever the size of the audience. Every time someone is educated about rabies there is the possibility of saving a life.

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Poshan Abhiyan: Bringing about behaviour change through Jan Andolan

■ DR MUNJPARA MAHENDRABHAI

The clarion call of Prime Minister Narendra Modi for a Suposht Bharatha found resonance in Prime Minister's Overarching Scheme for Holistic Nutrition or Poshan Abhiyan - Government of India's flagship programme to improve nutritional outcomes among children, pregnant women and lactating mothers. A critical part of the programme has been to mobilize communities at the grassroots to combat misinformed or uninformed practices that lead to persistent malnutrition through generations. Some of the ways in which the programme has sought to bring about behaviour change includes organization of Community Based Events (CBE); Information, Education and Communication (IEC) and advocacy and Jan Andolan (or people's movement) through convergence and ensuring wide public participation. Focusing on the aims of POSHAN Abhiyan, Mission Poshan 2.0 (Saksham Anganwadi and Poshan 2.0) was announced in Budget 2021-2022 as an integrated nutrition support programme to strengthen nutritional content, delivery, outreach and outcomes with focus on developing practices that nurture health, wellness and immunity to disease and malnutrition. The programme leverages social and behaviour change communication (SBCC) as one of its strategic pillars to build a Jan Andolan. The Abhiyan concentrates on creating awareness drives and conducting activities with the objective of improving nutritional outcomes and aims to address the challenge of malnutrition in a mission-mode. In order to ensure community mobilisation and bolster people's participation, the Abhiyan has made sustained efforts to push for behaviour change throughout the year with focused campaigns. These campaigns have disseminated various nutrition-related messages leveraging different platforms. Along with community based events, these intensive campaigns include yearly organization of Poshan Maahs and Poshan Pakhavadas with the aim of motivating mothers and communities to practice healthier nutrition behaviour.

Under the Abhiyan, Community Based Events (CBEs) are being organized twice in a month on a fixed day of week by each Anganwadi Centre. Under Community Based Events, Annaprashan Divas, Suposan Divas (specifically focused on orienting husbands), celebrating coming of age, getting ready for pre-school at AWC,

messages related to public health for improvement of nutrition, importance of hand-wash and sanitation, prevention of anemia, importance of nutritious food, diet diversity etc. are covered. Since the launch of the Abhiyan more than to 3.70 crore CBEs have been conducted at AWCs across the country. To focus on nutrition, increase awareness on good nutrition practices and behaviours, two major outreach and social and behaviour change campaigns are undertaken under the Jan Andolan component of POSHAN Abhiyaan. Since the launch of the Abhiyaan, four 'Rashtriya Poshan Maahs', a month-long campaign held in September and four 'Poshan Pakhavadas', a fortnight-long campaign held in March, have been held with high reach and results. Key activities which include Poshan Melas, Prabhat Pherie, sessions on nutrition at schools, Self-Help Group meetings, Anemia camps, growth monitoring of children, home visits by ASHA/AWW, Village Health, Sanitation and Nutrition Days (VHSND), etc. are carried out. The Poshan Maah and Pakhivada celebrated so far have witnessed wide participation and enthusiasm from convergent Ministries, States/UTs and field functionaries. Frontline workers, community groups, PRIs, staff at Block and District level, State departments and Ministries had exemplified diligent work towards triggering a Jan Andolan for Poshan Abhiyan. The fourth Rashtriya Poshan Maah 2021 witnessed 20.32 crore activities, while during the recently held Poshan Pakhivada from 21st March -4th April, 2022, 2.96 crore Jan Andolan-based activities were conducted. Besides nutrition, awareness of general good health and hygiene practices are also imparted to the beneficiaries of POSHAN Abhiyaan through monthly sessions. Village Health and Nutrition Day (VHND) was conceptualized under the National Health Mission (NHM). It is being implemented across the country since 2007 as a community platform, connecting the community and health systems and facilitating convergent actions. It attempts to bring health, early childhood development and nutrition and sanitation services to the doorstep and promote community engagement for improved health and well-being. Most importantly, in order to improve and create awareness about diet diversity in the community and provide different food groups to malnourished children, Poshan Vatikas or Nutrition Gardens have been developed to encourage local, seasonal produce for use by the community.

(The author is Union Minister of State for Women, Child Development & AYUSH).

PROGRESSING J&K Return of cinema in Kashmir to boost economy, promote film shootings

The return of cinema three decades after militancy forced it to shutdown will help in boosting of economy in Kashmir besides encouraging the return of film shoots by big banners.

A major Socio-economic revolution is sweeping through J&K in the last three years which is a reflection of new dawn of hope, dreams, confidence and aspirations of people.

The opening of multipurpose Cinema Halls in Shopian, Pulwama and the first-ever Multiplex Cinema Hall in Srinagar marks the revival of cinema culture in Kashmir valley after three decades.

Culture is a way of life and Cinema being the powerful medium of sharing thoughts and ideas reflects societal values and change. Cinema brings people together. Apart from entertainment it gives hopes, dreams and inspiration to youth to pursue their dreams till they realise it.

The administration led by Manoj Sinha is providing opportunities and support to the Young generation of Kashmir who want to see a better society, to learn about other cultures, to become part of inter-dependent world.

The new cinema halls and ongoing film shootings will renew the beautiful bond between Jammu Kashmir and the Indian Film Industry as it was once known as filmmakers turf.

Notably, the new Film Policy has been rolled out with special provisions and incentives for encouraging local youth to take up film as a career.

Government has also identified the land for developing Film City in the UT and the facility will come-up in the UT soon.

'In the new film policy there are a lot of avenues for local youths and if they will make small films they will get a lot of incentives and get self employed,' LG, Manoj Sinha said at the launch.

He also said that Film Policy aims to facilitate the overall growth of the film industry in the region, including setting up of a film development council and revival of closed cinema halls besides providing hands on access to website for talent pool and all shooting destinations.

Remarkably, the Film Policy also facilitates the development of shooting locales, infrastructure for film screening, revival of closed cinema halls, upgrading existing cinema halls, encouraging setting up of multiplexes and cinema halls, destination marketing, organising J&K film festival, and restoration and preservation of films from the region.

Recently, the inauguration of INOX Multiplex marked a new beginning in the history of cinema in the Valley and it began with a Kashmiri message rolled out on the big screen, 'Myoun Cinema' (My Cinema).

The first message also said, 'The beginning of a new era and Kashmir's first multiplex.' The trailers of films such as 'Vikram', 'Janwaar', 'Silsila' and 'Haider' were played on the screen, as major portion of these blockbuster films were shot in Kashmir.